

NEBRASKA HEALTHY COMMUNITIES GRANTS

Healthy Communities Grants 1

Central District Health Department

Upstream Solutions: Decreasing the incidence of cardiovascular disease through reducing childhood obesity and overweight.

The Central District Health Department, in collaboration with the Grand Island Substance Abuse Prevention Coalition, Tobacco Free Hall County, Central Nebraska Council on Alcoholism and Addictions, and the Central Nebraska Humane Society, will implement strategies to reduce childhood overweight and obesity in an effort to decrease long term cardiovascular disease in our populations. These strategies include: 1) A social marketing campaign called "They See What We Do," which vividly reminds adults that children watch and mimic behaviors, and encourages adults to model healthy behaviors; 2) A series of intensive nutrition and physical activity classes targeted at overweight and obese children; and 3) A "Walk a Hound, Lose a Pound" program encouraging families in Hall, Hamilton, and Merrick counties to walk shelter dogs as a strategy to exercise together and promote weight loss.

Year 2

To better concentrate resources, the exclusive focus for Year 2 will be the expansion of the Supermodel social marketing campaign. The Supermodel campaign, based on social marketing theory as in Year 1, will continue to utilize media and existing community events to promote modeling of healthy behaviors by parents. Additionally, we will recruit a parent advisory team. This team will consist of parents who fall anywhere on the continuum of wellness behaviors from active participation in healthy nutrition choices and physical activity opportunities to minimal participation, and will serve to advise program staff. The target market for this campaign is primarily parents of children of elementary/preschool age. Adults who interact on a regular basis with children of elementary/preschool are a second target market. The campaign will continue to promote and empower family units to make healthy choices in nutrition and physical activity.

East Central District Health Department

Physical Activity Comes Easy (PACE)

East Central District Health Department (ECDHD) serves four counties namely Boone, Colfax, Nance, and Platte counties with a population of 51,448 persons according to the 2006 census estimates. In the ECDHD service area 12.47 percent are Hispanic/Latino, 10.48 percent live in households with incomes below the poverty level, and 19.60 percent have less than a high school education. Physical Activity Comes Easy (PACE) is a multimedia campaign to decrease the incidence of cardiovascular disease by incrementally increasing the level of physical activity of the residents to eventually

walking 30 minutes a day, five times a week. The PACE program is based on a similar evidence based campaign known as "Wheeling Walks." Collaborators on this project include Alegent Health Memorial Hospital, Boone County Health Center, Columbus Community Hospital, Columbus Family YMCA, Creighton Cardiac Care, Nebraska Area on Aging and Northstar Services. Each has enthusiastically volunteered to carry out the campaign in their respective county. Ruth Mueller, at ECDHD, is the project coordinator.

Year 2

The new project has four objectives primarily targeting increased logo recognition. First, individuals will have increased exposure to the PACE logo and message via billboards, T-shirts, newspaper ads, posters, physical fitness centers, senior centers, hospitals, worksites, media and speaking engagements. Speaking engagements at worksites, church groups, services groups, etc., will occur throughout the year. Thirdly, individuals will be aware of the PACE web site as a motivational tool. Lastly, a telephone survey will be conducted to measure the impact of the PACE program. A telephone survey will be developed and conducted in English and Spanish to evaluate the recognition of the logo, familiarity of the PACE message, and to evaluate the extent of a person response to the program.

Elkhorn Logan Valley Public Health Department

A Journey to Good Health

The target population for the project will be elementary students attending four schools in the Elkhorn Logan Valley Public Health Department's coverage area of Madison, Stanton, Cuming, and Burt counties. The project will address the alarming rates of cardiovascular disease by addressing overweight children at the elementary school age. The plan will begin with the development of school wellness teams for each school consisting of a multitude of members from the school and the community who are concerned about the health of the youth in their respective communities. The teams from each school will complete the School Health Index (SHI) which is an evidence based school wellness assessment tool. After completing the SHI, the teams will be able to work on developing policies that affect multiple levels within the school environment. The health educator from the Elkhorn Logan Valley Public Health Department will implement the project. Members from a core group in the four counties will serve as support and as an advisory committee to the health educator in implementing the program.

Year 2

The new project, "A Healthy Future" will be a continuation of the current project with a few changes occurring in order to improve the project. For the new project, the Elkhorn Logan Valley Public Health Department will target four additional schools within the Health Department service area during the new grant period. The project coordinator will initially meet with either principals or superintendents of each school to form a school wellness team. This school wellness team will be comprised of a variety of

members who are passionate about positive changes in the school environment. The project coordinator will then work with these four schools and their school wellness teams in completing the SHI and developing a work plan at each of the schools that addresses any weaknesses determined as priorities based off the completion of the SHI. These work plans will include strategies that will have a positive effect on the school environment.

Lincoln-Lancaster County Health Department

Assessing the “Walkable” Environment through Resident Participation

This project, “Assessing the Walkable Environment through Resident Participation” by the Lincoln-Lancaster County Health Department and its partners focuses on the 7,739 residents of Census Tracts 20 and 21 in Lincoln. 25 percent of the population is minority and 50 percent of residents live below 185 percent of poverty. With the partnering community groups, at least 1,500 walkability audits will be completed by residents as they walk typical neighborhood routes. These environmental audits will assess the routes for safety including ease of crossing streets, traffic, condition of sidewalks, visual obstructions to walking safely and other. Audit results will be analyzed and provided to City decision makers. Areas of improvement will be identified with a timeline for completion. The project will increase walking in the area through environmental improvement and is expected to increase physical activity thereby affecting cardiovascular disease. The coordinator and city planner will develop audit tools; community groups will promote and distribute audits; City decision makers will assess results, recommend, and act on improvements.

Year 2

The second phase of the project will incorporate census tracts 4 and 27.01, the Clinton and College View areas. Reasons for selection of these census tracts include: one is lower and one is moderate income, both are quite densely populated, both have main arterials and other busy streets, both have active neighborhood associations, and the Planning Department has done some minimal preliminary work in College View. We can build on that work and provide a thorough assessment of the area. Partners for this project will be the same- city departments, schools, neighborhood associations- except for the addition of Dr. Perry and her students. The project will be heavily promoted to ensure resident participation. Audits will be entered into the database and analyzed. As in the current project, results will be provided in written form and will be mapped to provide a visual of where problems were identified.

Loup Basin Public Health Department

Loup Basin Worksite Health Policy and Promotion Program

Loup Basin Public Health Department (LBPHD) serves nine rural counties in central Nebraska. In the district’s 2006 MAPP assessment, cardiovascular disease was identified as being a top priority area for the Loup Basin area. Research shows much of the

burden of chronic disease is preventable through healthy lifestyle behaviors. The Loup Basin Worksite Health Policy and Promotion Program will address nutrition, physical activity, tobacco, and health assessment to make a long term impact on the health of its residents. It will include partnering with worksites to assess and develop wellness policies, create supportive wellness environments, and assist employees in conducting health assessments using reliable worksite assessment tools. Well Workplace Nebraska will provide technical support to the LBPHD. UNL Extension and the Health Department will initially collaborate with local businesses including a grocery store, a public utility company, an industrial plant, and a local school to implement the project and then expand into other areas of the Health District.

Year 2

The new project will be a continuation of the existing Worksite Program. Strategies for the program will shift slightly from working on actual interventions to education and technical support for worksites.

2009 Objectives:

- LPBHD will convene a minimum of 4 forums to introduce worksite wellness to employers.
- Develop a train the trainer course for potential worksites interested in worksite wellness programs.
- Evaluate and develop policies for a minimum of 5 worksites.
- Offer on-site screening events and education about the importance of being screened, knowing your numbers, and controlling your risk factors to a minimum of 10 worksites with options for pre/post analysis for worksites hosting several screenings 6 months apart.
- Offer education on cardiovascular disease risk factors, cancer, and tobacco, including information on physical activity and nutrition.
- Organize the Walk for Better Health Challenge for Communities and Worksites.

North Central District Health Department

North Central Nebraska Tobacco Intervention

The *Tobacco Use Prevention Coalition* has identified a problem that too many youth are smoking cigarettes and using spit tobacco in the north-central region of Nebraska. The *Coalition* also believes that tobacco use relates to many health risks, particularly cardiovascular disease and cancers. There is evidence that intervention strategies work to reduce tobacco use among youth which can bring about change in the development of behaviors in our young audience. The objective of the *Coalition* is to serve the youth, ages 18 and under in North Central Nebraska. The *Coalition* also feels strongly about empowering youth as leaders for this initiative on local issues of tobacco prevention increasing public and private awareness and in turn placing focus on education and policy development within our environments. Leading this proposal is Veta Hungerford, Project Coordinator, Public Health Nurse and Educator with North Central District Health

Department (NCDHD). Veta provides a strong basis in collaborating a common vision with coalition members from youth to retired teachers throughout the nine county area.

Year 2

The design of this project primarily centers on expansion of the current project into increasing the number of schools attending the “No Limits” state conference, increasing the number of local “Life Without Tobacco” youth summits within the large geographic area, increasing prevention efforts to include the lifespan and to include efforts in adoption of the *Physicians Counseling Smoking Program* (PCS) as a scientific evidence based intervention for tobacco users. The overarching goal of this expanded project will be to “Reduce Tobacco Use across the Lifespan”.

Panhandle Public Health District

Move It! Live It. Believe It.

Panhandle Public Health District serves the rural, frontier community of 10 western Nebraska counties. The U.S. Census Bureau estimates for 2005 there were 50,810 people in the PPHD district, 25 percent youth and 25 percent seniors—this proposal targets the remaining 50 percent (adults 25 – 65), with a special emphasis on the Native American population. The **Move It!** Campaign includes two strategies to increase physical activity and reduce exposure to secondhand smoke. Those two factors, in conjunction with nutrition, are the major risk factors for cardiovascular disease and cancer. Jessica Davies of the PPHD will be the project coordinator, working closely with other staff, volunteers and community stakeholders in the existing local community coalitions and the Panhandle Partnership for Health and Human Services. All of the strategies outlined in this proposal are strongly evidence-based and focus on multiple levels of influence in the social ecological framework.

Year 2

In the second year of the **Just Move It!** campaign, PPHD and partners (Panhandle Prevention Coalition and 10 local county prevention coalitions) will continue the public health intervention program, targeted at preventing cardiovascular disease by increasing physical activity, improving nutrition and reducing tobacco use and exposure with two noticeable adjustments. Year 2 will concentrate efforts on individuals in the workplace and their families, which will target people who may be younger than 25 or older than 65.

This proposal will also continue two successful components of the program from Year 1, targeting the community. The **Just Move It!** upper-body fitness activity (a fun routine designed and led by youth to involve a large group and improve awareness of the enjoyment of physical activity) and the adult Chadron Native American Center basketball tournament will be repeated in Year 2.

Healthy Communities Grants 2

Douglas County Health Department

Nutrition in the Community Gardens

Children's eating patterns develop at an early age and are a cornerstone in the prevention of cancer, diabetes, and cardiovascular disease. Garden-based programs provide a mechanism to teach nutrition thereby promoting healthful eating habits. Children who understand and experience fruit and vegetables will increase their intake, change their nutrition status, and reduce risk of disease. Douglas County Health Department working with City Sprouts, BIG Gardens and The Food Bank (supporting agencies) will implement a garden-based nutrition program at seven sites for eight weeks in eastern Omaha among low income and/or minority children. This innovative and interactive program will incorporate the *Nutrition in the Garden* curriculum into existing community garden programs offered by supporting agencies. The project coordinator will manage the grant and play an active role implementing the project. City Sprouts, BIG Garden, and The Food Bank, will provide their community gardens and/or facility to implement the intervention through staff, supplies, and grant writing support.

Year 2

Cultivating Community Gardens and Reaping the Benefits

This project is focused on increasing the number of community gardens in Eastern Douglas County, in order to improve accessibility to fresh produce for the residents in that area. In Nebraska nearly one in four adults (23.9%) are obese, and three in every five (60.9%) are either overweight or obese. In Douglas County, 21.7% of children age 6-17 are overweight or obese contributing to higher rates of Type 2 diabetes and risk factors for cancer and heart disease. Most alarming are the disparities that exist in the African American population, where African American students are 20.5 % more likely to be overweight than their Caucasian counterparts, attributed to various factors, such as income and inaccessibility to fresh produce. These alarming trends could be reversed through lifestyle changes that include regular exercise and increased consumption of fresh fruits and vegetables. Refinement and expansion of the *Nutrition in the Community Garden* program will address this issue, by promoting physical activity and increasing the accessibility and availability of fresh produce to residents living in food desert areas. This program builds on a current successful pilot garden project that will increase both adult and child participation in community gardening as well as create a food recovery program that will distribute surplus fruits and vegetables to food banks serving this area. The development of a training and comprehensive toolkit *Starting Your Own Community Garden and Food Recovery Program* will provide the guidelines and policies needed to plan and sustain community gardens, especially in communities where fresh produce is not readily available. The target area for this project is Eastern Douglas County populated densely by African Americans, and where at least one garden will be established in an identified food desert. New and existing gardens will be

coordinated with area food banks to “glean” gardens for surplus produce to be recovered and delivered to areas in need. Concurrently additional trainings using the existing curriculum *Nutrition in the Community Garden* will be conducted to assist current and prospective new gardeners in working with children in the garden as well as strategies for recruiting, screening, and organizing volunteers in order to promote growth and sustainability. Mary Balluff is the designated project coordinator who will oversee all aspects of this project including budget, reports, collaboration among partners, and documentation of progress. Patty Falcone is the designated training coordinator who will be responsible for development and implementation of the toolkit and training. Project collaborators will serve in advisory and partner capacities, sharing resources, assisting with planning and direction of the project, recruitment of gardeners and assisting in the delivery of training. Scharol Bronson will facilitate two trainings using the modified *Nutrition in the Community Garden* curriculum.

Four Corners Health Department

Implementing a Smoke-free Workplace and Community Environment in the Four Corners District

Four Corners Health Department was established in February 2003 and serves the area including Seward, Butler, York and Polk Counties. Four Corners mission statement is to “promote health, prevent disease and protect the environment, improving the health of the Four Corners community.” With the passage of the statewide clean indoor air law, FCHD proposes to reduce tobacco usage in the community through education on the dangers of tobacco use, support for industries in the development of smokefree workplace policies and ensuring the availability of smoking cessation resources. Youth from the FCHD district will be utilized to complete the Operation Storefront activity, thereby raising community awareness of tobacco advertising tactics. Vicki L. Duey, executive director of Four Corners Health Department, will be the project coordinator. Partners involved in the project include Four Corners Cancer Control Coalition members and two local hospitals working together to educate the community and provide support for smoke-free workplace policies.

Year 2

Four Corners Health Department was established as a regional Health Department in 2003. Our charge is to serve the counties of Butler, Seward, Polk and York with the mission: “To promote health, prevent disease and protect the environment, improving the health of the Four Corners community”. The last word of the mission defines who we are and who we serve. We are a community that strives for the health of its members. The use of tobacco contributes to lung cancer, diabetes and cardiovascular disease. All of these are issues of concern in our community. With the recent implementation of the Revised Clean Indoor Air Act, Four Corners Health Department began a concerted effort to work with worksites to assist in compliance with the no smoking regulations. It is felt that the next step is to enhance efforts to reduce the

incidence of young people starting to smoke, and to support the efforts of those who would like to quit smoking.

Northeast Nebraska Public Health Department

Northeast Nebraska Health Literacy Project

The *Northeast Nebraska Partnership for Healthy Communities* will establish a Health Literacy Council with a goal to improve health literacy levels for the Northeast Nebraska Public Health District healthcare consumers through culturally and linguistically competent community health education programs by increasing their ability to obtain, process and understand health information needed to make informed health decisions. A Health Literacy Resource Center will be created. Healthcare consumer and provider education materials developed by leading health literacy experts, *Ask Me 3* promotes three simple but essential questions that patients should ask their providers in every health care interaction: 1) What is my main problem?; 2) What do I need to do?; and 3) Why is it important for me to do this? This program pertains to all patients whether they have risk factors for cardiovascular disease, diabetes, cancer, injury or a tobacco related disease and will be implemented throughout the health district. The Project Director and a Health Literacy Consultant will establish the project's infrastructure so that the HL Council, Resource Center, and AskMe3 program can continue indefinitely.

Year 2

The *Northeast Nebraska Partnership for Healthy Communities* has established a Health Literacy Council with a goal to improve health literacy levels for the Northeast Nebraska Public Health District by increasing their ability to obtain, process, understand and make informed health decisions through culturally and linguistically competent health information.

The Nebraska Department of Health and Human Services, Department of Community Development, funding for the first year Intervention Implementation Grant for Health Literacy has resulted in significant advancement of the project. Notable accomplishments include the formation of a Health Literacy Council, the identification of 15 existing health literacy curricula for health professionals and the identification of 10,000 health literacy resources, which were prioritized to 5-6 primary resources for the project's implementation cycle phases. In addition, health literacy training was provided to 85 community professionals. This training focused on Ask Me 3, the American Medical Association's Health Literacy Improvement efforts, and Plain Language. Through this training, 15+ partnerships with community and professional organizations were identified for inclusion into the health literacy project.

Dr. David Hoelting, M.D., Mercy Pender Clinic has agreed to serve as health literacy "Physician Champion." The selection of four (4) Ask Me 3 pilot sites is finalized: 1) Providence Medical Center, Wayne, NE; 2) Pender Community Hospital, Pender, NE; 3)

Mercy Pender Clinic, Pender, NE; and, 4) Wayne State College, Wayne, NE. Expansion will

Collaboration for consultation and technical assistance was established with nationally recognized health literacy experts, including: Dr. Mary Ann Abrams, M.D., MPH, Clinical Performance Improvement Director, Iowa Health System and Don McCormick, Public Information Officer, Iowa Dept. of Public Health, "Plain & Simple Web Site."

The states of Missouri and Wisconsin currently have very active health literacy initiatives underway. Both are seen as models of health literacy excellence, and many of their processes and strategies have been adopted as "best practices" for the purpose of this project.

There is an ongoing need to promote and support behavior change related to the following areas and/or risk factors associated with them: cardiovascular disease, diabetes, cancer, and/or tobacco).

The Project Coordinator is responsible for the development, coordination, and implementation of the tasks associated with the Intervention Implementation Continuation Grant. This position will facilitate assigned team activities such as stakeholder meetings, interventions, and other grant deliverables. The Project Coordinator assists the Health Literacy Council in planning & implementing work plan activities in a timely and effective manner.

Public Health Solutions District Health Department

A Church-based Health Literacy Approach to Chronic Disease Prevention for Latino Families in Saline County

This project expands heart health promotion and outreach efforts to Latino families in Saline County through the Public Health Solutions District Health Department (PHSDHD) relationships with churches within the Latino community. As evidenced by State health data a disproportionate number of Latinos in Saline County have adverse health risk factors and die from heart disease. Saline County has the fastest-growing Latino population in Nebraska. The PHSDHD developed a church based family-focused health literacy initiative to heart disease prevention. Representatives of the program partners on a group that provides direction for this project and other cultural based activities. With the leadership of a Community Health Educator drawn from the community, PHSDHD trained lay health advocates (promotoras) provide heart disease prevention educational activities at local churches using the "Your Heart Your Life" curriculum. Health Promotion and Literacy Kits assembled to include materials that were developed by the producers of Reading Rainbow focus upon increasing physical activity and improving eating habits. A lending library of these kits at each church provide the resources and equipment for families to engage in shared activities to encourage healthy practices in activity and nutrition. Program strategies increase awareness of

heart disease risk factors through interpersonal influence of family on healthy behaviors; social support for practicing healthy behaviors; and health promotion organizational policies and practices put in place by the church leadership. Participating families are given materials to continue health promoting practices related to physical activity and nutrition.

Year 2

The Public Health Solutions District Health Department (PHSDHD) serves 5 rural counties: Fillmore, Gage, Jefferson, Saline and Thayer Counties. This health district ranks second highest out of the eighteen Nebraska health districts (23.5%) in the percentage of obese adults. It also outranks the State rate of obesity(19.8%). Latinos are disproportionally affected by obesity and by obesity related illness. The Nebraska 2003 Youth Risk Behavior Survey, reports Hispanic students are 1.7 times more likely to be overweight and 45.1 percent of Hispanic students are either at risk for overweight or are overweight compared to 31.8 percent of White students. Similarly, mortality data shows that heart disease and stroke are the first and third cause of death for Latinos.

With the leadership of a local Community Health Educator, PHSDHD trained lay health advocates (promotoras) have successfully provided heart disease prevention educational activities at three churches at the center of Latino family social networks. Using the "Your Heart Your Life" curriculum, the promotoras. Health promotion and Literacy Kits assembled to include materials that were developed by the producers of Reading Rainbow focus upon increasing physical activity and improving eating habits. A lending library of these kits at each church provides the resources and equipment for families to engage in shared activities to encourage healthy practices in activity and nutrition. Risk factors are thus reduced through the interpersonal influence of family on healthy behaviors; social support for practicing healthy behaviors; and health promotion organizational policies and practices put in place by the church leadership. Participating families are given materials to continue health promoting practices related to physical activity and nutrition.

This continuation project will increase the numbers of families participating in the current program and also add a new program component. First the number of families participating will be increased by expanding the church based outreach efforts by the now established promotoras. The continuation proposal will also introduce the use of the "Living Well" tool as part of a statewide initiative. This tool is a Stanford developed evidence based program that builds self care and/or family skills in managing and reducing the severity and impact of chronic illness. Participants will be attracted through the ongoing church based classes and by attracting referrals from physicians and other care providers. This latter program will involve the training of the PHSDHD Community Health Outreach Worker as a "Living Well Hispanic Master Trainer" who, with another master trainer, will train the pomotoras in the use of the program.

South Heartland District Health Department

Alliance for Healthy Children in Healthy Schools

The South Heartland District Health Department serves the four-county area of Adams, Clay, Nuckolls and Webster in south central Nebraska. The population includes a significant portion of obese/overweight individuals including youth. Indeed, south central Nebraska has a higher proportion of overweight K-12 students than any other region of the State. The intent of this project is to address the prevalence of childhood obesity and overweight as risk factors for Type II diabetes and cardiovascular disease. Focusing on children ages 6-19 within the district, the project utilizes a school-based model in a community context to capitalize on local assets and connect diverse stakeholders. Stakeholders, over 70 in all, include, among others: school personnel, healthcare professionals, city planners, recreational facilities, and university- and hospital-based educators. The primary collaborators will be school personnel (administration, health, education, nutrition) and their school health advisory councils who are committing their energy, time, ideas and expertise to the goals and objectives of this project. Other key partners include Alliance for a Healthier Generation outreach coordinators for guidance; and educators from other local agencies that have expertise in diabetes, nutrition and physical activity.

Year 2

The 2009 Project Plan aims to continue and expand facilitation of the process by which schools plan for and achieve higher healthy school status. This includes each of the eight components designated by Alliance and builds on the emerging involvement of parents and others in the community in an alliance toward the common goal of improving the current and future health of their young people. The project will expand from the current five school programs to encompass up to an additional three schools.

Two Rivers Public Health Department

Winners of Wellness

Nearly two-thirds of adults in the Two Rivers Public Health Department region have a BMI in the overweight or obese categories and almost one-half of all surveyed adults in the region admitted to excessive electronic sedentary behavior. These alarming trends are proven to contribute to high incidences of diabetes, heart disease, stroke and cancer, which convinced the MAPP group to identify healthy lifestyles as one of three strategic issues that need to be addressed immediately by local stakeholders. WOW is a pilot program that will be delivered through the schools with the help of local partners. WOW will target school employees in the Lexington and Holdrege Public Schools and will address cognitive skills and environmental changes regarding healthy nutrition, physical activity, and health assessment monitoring. Once the school employees embrace healthy lifestyle choices, the health climate at the school will reflect

their new awareness. Environmental and policy changes made by school staff will have a long term impact on the lifestyle choices of school employees, students and their families.

Year 2

Two Rivers Public Health Department: Winners of Wellness (WOW) Project

Nearly two thirds of adults in the Two Rivers Public Health Department region have a B.M.I. in the overweight and/or obese categories, and almost one half of all surveyed adults in the region admitted to excessive electronic sedentary behavior. These alarming trends are proven to contribute to high incidences of diabetes, heart disease, stroke, and cancer and they convinced the MAPP group to identify healthy lifestyles as one of the three strategic issues that need to be addressed immediately by local stakeholders. WOW is a program that is delivered through the Public School Systems with the help of local partners. WOW targets school employees in the Lexington and Holdrege Public School System and this year will be extended to the Alma Public School System. The WOW program addresses cognitive skills and environmental changes regarding healthy nutrition physical activity, and health assessment monitoring. Once the school employees embrace healthy lifestyle choices, the health climate at the school will reflect their new awareness. Environmental and policy changes made by school staff will have a long term impact on the lifestyle choices of school employees, students and their families.

Healthy Communities Grants 3

Southeast District Health Department

Southwest Nebraska Public Health Department

Toucan – Teaching Our yoUth – Changes; Activities Nutrition

More than one-third of children in Nebraska have a BMI in the overweight or obese category. More than one third of Nebraska children (41.6%) engage in two or more hours of screen time per day. These alarming trends are proven to contribute to high incidences of diabetes, heart disease, stroke and cancer. These statistics persuaded the MAPP group to identify physical activity and nutrition as one of four priority areas for strategic planning activities. McCook Public Schools has partnered with Alliance for Healthier Generations and SWNPHD in making environmental and policy changes within the school system promoting healthy lifestyle choices, nutrition and physical activity. This school will then be used as a model for other schools to develop employee and student programs which build awareness for nutrition and physical activity. SWNPHD will encourage schools across the health district to make environmental and policy changes.

West Central District Health Department

ACHIEVE

West Central District Health Department MAPP Coalition's vision is an optimal quality of life for all our residents. The primary goal and objectives are outlined below. The evidence-based methods to be used to address the goals and objectives will be determined as the community action plan is further developed.

Goal: Reduce the incidence, morbidity and mortality of cardiovascular disease in the WCDHD region.

Objective A: School-based prevention.

Measure:

- Schools will be surveyed to determine number of schools with healthy lunch menu offerings.
- Schools will be surveyed to determine number of minutes of physical activity during the day and during after-school programs.
- Schools will be surveyed to determine effectiveness of assistance and education provided by WCDHD and coalition partners.
- BMI analysis of students will be completed annually to determine effectiveness of intervention.
- Analysis of statistical data gathered, including District Profile Highlights, Point in Time Study, County Profiles, Behavioral Risk Factor Survey results,

Nebraska Risk and Protective Factor Student Survey Results, Cardiovascular Summary.

Objective B: Education.

Measure:

- Surveys will be administered following each educational event/activity to determine effectiveness of speaker or presentation.
- Analysis of statistical data gathered, including District Profile Highlights, Point in Time Study, County Profiles, Behavioral Risk Factor Survey results, Nebraska Risk and Protective Factor Student Survey Results, Cardiovascular Summary.

Objective C: Partnerships and Collaboration

Measure:

- Increase number of individuals involved in the community action plan's strategies and activities by 10 individuals annually.
- 80% attendance rate at regular meetings and events by coalition members.